# Networks to Ask White House for New TV Policy

#### By JACK GOULD

pearances by President Johnson.

can Broadcasting Company, nize the prerogative of the a regular newscast. The White House National Company plan to explain to to his own taste and to be the the networks that the President tinuity. George E. Reedy, White House sole judge of when he believes wishes to speak. press secretary, that the President's predilection to making nation. addresses and announcements on short notice may be costing him maximum public attention as well as posing procedural problems for the TV industry. A meeting between the network officials and Mr. Ready that they had advance President to achieve a the President tangent that precludes any substantial variation in camera der and is honored automatically. In that case there can be negotiation over the hour that from the President to achieve a the President will speak or the change from a close-up view, it President can fix the time to becomes more difficult for the president can fix the time to become more difficult for the president can fix the time to become more difficult for the president can fix the time to become more difficult for the president can fix the time to become more difficult for the president can fix the time to become more difficult for the president can fix the time to become more difficult for the president can fix the time to become more difficult for the president can fix the time to be the president can fix the presiden

work officials and Mr. Reedy tion from theatrical attractions suit himself. was arranged over a week ago, but it assumed new importance viewers who might not know after the President went on the he was on the air. air on Sunday evening in a half-hour speech on the Dominican Republic crisis.

Plans for Mr. Johnson's ad-commercial program can indress were uncertain during much of the early part of the volve a loss of revenue running as high as \$150,000 for a halfevening and he was finally car-ried live only on the C.B.S. net-grams have been an increasing-

### Earlier Problems

Last Wednesday the President was seen live only on the dent was seen live only on the N.B.C. network in a statement for which there was reportedly firm advance notice of less than 15 minutes.

gram to accommodate a hour president reportedly hour special presentation.

To carry the President on Sunday night, C.B.S. pre-empted "Candid Camera" in the Camera and the President reportedly devoted his appearance in hope that they would.

At today's meeting with Mr. Reedy it is believed that the president reportedly devoted his appearance in hope that they will note that the

ago the President hurriedly ar part of the Ed Sullivan show ranged to speak shortly after in the Middle West and "Lassie" 7 P.M., a time that coincided on the West Coast. with the regular evening newswith the regular evening newscasts of Walter Cronkite of scheduled attraction, "The Roadvance of a Presidential apChet Huntley of N.B.C.

N.B.C. proceeded with its permit viewers to be notified in advance of a Presidential apgues," at 10 o'clock, but interpearance. The networks are al-Chet Huntley of N.B.C.

The TV networks also were bulletins read by an announcer. certainty over the length of a alerted to the possibility of a N.B.C. carried the full speech speech, its subject matter and considerable appearance last on film at 11:15. The network its time of presentation handi-

He has available a television studio that was installed in the in TV circles that the Presi-abrupt announcements within a White House at the request of dent might purposely have wait-few days may not detract from the networks. The studio is ed until 10 o'clock to avoid apthe effectiveness of the format

Broadcasting with the news media according

and was losing the attention of

#### \$150,000 a Half-Hour

Pre-emptions of a regular ly large expense to TV.

A particularly costly form of cancellation of an hour's pro-

On Monday evening a week Eastern section of the country,

The TV networks also were bulletins read by an announcer. Presidential appearance last on film at 11:15. The network its time of presentation land. Saturday night, it was learned, but the President did not make followed a sound journalistic the telecast.

A matter receiving informal discussion in TV industry circulation.

virtually around-the pearing at the same time as in emergencies. "Bonanza," the most popular But it was a

display of the Presidential Seal lationship between the White statement. So far, it was ob-Representatives of the three television networks will appeal to the White House today for more time to prepare for ap
The seal serves as a cue for the networks and individual stations works is the question of how to make the switch to Washington and to allow for introduction of the President.

The seal serves as a cue for the networks and individual stations works is the question of how decisions are made on whether a President and the television network, every TV appearance by the President has been major front-page news.

On Sunday night President as ob
or ap
or apa Presidential address or state-Johnson's prompting The networks at today's meet- ment is seen live, on a delayed caused trouble when a page of

ternative courses in notifying speech was put in proper con-

White House to announce that chine. the President will speak on an important matter but not make an official request, the procedure that was followed on Sunday.

## Sunday Volunteers Scarce

Under Sunday's procedure network officials, who may not know the contents of the speech must decide whether it should pre-emption is one that involves ferred. On Sunday evening the gram to accommodate a half-

> networks will note that the sudden scheduling of White House statements and speeches, except in emergencies, does not pearance. The networks are also expected to contend that un-

There was some speculation cles is whether a succession of

On one occasion, it was reported, the President took to the air so quickly that there was not time for the one-minute of was not time for the one-minute of was not time for the one-minute of the importance of a speech or or one occasion, it was respond to the air was also argued that a presidential decision to take to the airwaves constituted in itself an automatic measure of the importance of a speech or But it was also argued that

News officials of the Ameri- ing will stress that they recog- basis or is reported as part of his speech that he had already read reappeared on the machine. The White House has two al-He repeated himself until the

wishes to speak.

It can make an official retached to the camera—an arquest for time; such a request rangement that precludes any

President to read the words ap-The second course is for the pearing on the prompting ma-